IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (previously presented): A method for updating a user profile indicating preferences of a user, comprising executing the following operations in a data processing device:

obtaining a third party selection history indicating items that are selected by at least one third party;

partitioning said third party selection history into clusters of items;

receiving a selection from said user of at least one of said clusters; and

updating said user profile with items from said at least one selected cluster.

Claim 2 (previously presented): The method of Claim 1, further comprising recommending items based on said user profile.

Claim 3 (previously presented): The method of Claim 1, further comprising assigning a label to each of said clusters.

Claim 4 (currently amended): The method of Claim 3, wherein said user ~~s~~ selects said at least one cluster based on said assigned labels.

Claim 5 (previously presented): The method of Claim 1, wherein said partitioning further comprises employing a k-means clustering routine.

Claim 6 (original): The method of Claim 1, wherein said user profile indicates viewing preferences of said user.

Claim 7 (original): The method of Claim 1, wherein said items are programs.

Claim 8 (original): The method of Claim 1, wherein said items are content.

Claim 9 (original): The method of Claim 1, wherein said items are products.

Claim 10 (currently amended): A method for recommending one or more available items to a user, comprising executing the following operations in a data processing device:

providing a clustered third party selection history to a user, said selection history indicating items that are selected by at least one third party, each of said clusters including similar items , the clusters being such that points in one cluster are closer to the mean of that cluster than to the mean of any other cluster :

receiving a selection from said user of at least one of said clusters; and

recommending items based on said selected clusters.

Claim 11 (original): The method of Claim 10, wherein each of said clusters have a label describing said cluster.

Claim 12 (previously presented): The method of Claim 10, further comprising updating a user profile with items from said at least one selected cluster.

Claim 13 (original): The method of Claim 12, wherein said user profile indicates viewing preferences of said user.

Claim 14 (original): The method of Claim 10, wherein said items are programs.

Claim 15 (original): The method of Claim 10, wherein said items are content.

Claim 16 (original): The method of Claim 10, wherein said items are products.

Claim 17 (currently amended): The method of Claim 10, wherein said providing further comprises:

obtaining a third party selection history indicating items that are selected by at least one third party; and

partitioning said third party selection history into clusters of items , wherein partitioning includes:

computing a symbolic mean of a cluster using a mean computation routine;

assigning a given data point to a cluster based on the distance between the data point and the mean of the cluster; and

using a clustering performance assessment to determine when a predefined stopping criterion for creating clusters has been satisfied .

Claim 18 (original): A system for updating a user profile indicating preferences of a user, comprising:

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

obtain a third party selection history indicating items that are selected by at least one third party;

partition said third party selection history into clusters of items;

receive a selection from said user of at least one of said clusters; and

update said user profile with items from said at least one selected cluster.

Claim 19 (currently amended): A system for recommending one or more available items to a user, comprising:

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

provide a clustered third party selection history to a user, said selection history indicating items that are selected by at least one third party, each of said clusters including similar items , the clusters being such that points in one cluster are closer to the mean of that cluster than to the mean of any other cluster ;

receive a selection from said user of at least one of said clusters; and

recommend items based on said selected clusters.

Claim 20 (original): An article of manufacture for updating a user profile indicating preferences of a user, comprising:

a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

a step to obtain a third party selection history indicating items that are selected by at least one third party;

a step to partition said third party selection history into clusters of items;

a step to receive a selection from said user of at least one of said clusters; and

a step to update said user profile with items from said at least one selected cluster.

Claim 21 (currently amended): An article of manufacture recommending one or more available items to a user, comprising:

a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

a step to provide a clustered third party selection history to a user, said selection history indicating items that are selected by at least one third party, each of said clusters including similar items , the clusters being such that points in one cluster are closer to the mean of that cluster than to the mean of any other cluster ;

a step to receive a selection from said user of at least one of said clusters; and

a step to recommend items based on said selected clusters.

Claim 22. (new) The method of claim 1, comprising weighting items from the user's own selection history more heavily than items from the third party selection history.

Claim 23. (new) The system of claim 18, comprising weighting items from the user's own selection history more heavily than items from the third party selection history.

Claim 24. (new) The article of manufacture of claim 20, comprising weighting items from the user's own selection history more heavily than items from the third party selection history.

Claim 25. (new) The method of claim 17, wherein partitioning comprises employing a value k for the number of clusters to create.

Claim 26. (new) The method of claim 25, wherein k is determined dynamically during clustering.

Claim 27. (new) The method of claim 17, wherein computing the symbolic mean comprises determining a value that minimizes the intra-cluster variance.

Claim 28. (new) The method of claim 27, wherein computing the symbolic mean comprises iterating through symbolic attributes while determining the intra-cluster variance.

Claim 29. (new) The method of claim 27, wherein the items are television programs and the intra-cluster variance is calculated based on feature values relating to the television programs.

Claim 30. (new) The method of claim 29, wherein the intra-cluster variance is calculated based on multiple feature values for each feature.

Claim 31. (new) The method of claim 17, wherein distance is defined using a matrix derived statistically between all values of a feature using VDM techniques.

Claim 32. (new) The method of claim 17, wherein distance is defined using MVDM techniques.

Claim 33. (new) The method of claim 17, wherein distance is defined in accordance with majority voting techniques.